A STUDY OF CUSTOMER SATISFACTION TOWARDS PATANJALI PRODUCTS IN MARATHWADA REGION

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By

MOHAMMAD RUKNUDDIN
M.COM (Marketing), SET (COMMERCE), M.B.A.(FINANCE)
E-Mail:siddiui4915@gmail.com

Under the Guidance of

Dr. Govind P. Choudhari

M.Com., M.Phil., M.B.A., M.A.(Eng.& Mar.),PGDHRM, Ph.D. D.Litt.

Assistant Professor & Head of Accounts & Statistics,

Faculty of Commerce,Pansare Mahavidyalaya,Arjapur

Tq.Biloli, Dist. Nanded.

E-Mail:govind.ucdab@gmail.com

Research Centre

Pratibha Niketan Mahavidyalaya

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A STUDY ON CUSTOMER SATISFACTION TOWARDS PATANJALI PRODUCTS IN NANDED DISTRICT

Introduction:

It's always better when it's natural.

The majority of consumers believe that organic food is eco-friendly, healthier, cleaner, more nutritious, tastier, and safer as compared to conventional food. Demand for organic food products is growing worldwide. Health issues are often the main motivation for consumers to buy them.

Organic production is an overall system of food production that aims at high-quality products and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare.

Produced can be called organic if it's certified to have grown on soil that had no prohibited substances applied for three years prior to harvest.

India produced around 2.9 Million MT (2022-23) of certified organic products which includes all varieties of food products namely Oil Seeds, fiber, Sugarcane, Cereals & Millets, Cotton, Pulses, Aromatic & Medicinal Plants, Tea, Coffee, Fruits, Spices, Dry Fruits, Vegetables, Processed foods etc.

Concept of Market & Marketing:

1.1 Meaning :

The word *market* evolved from *'marcatus'* (Latin) meaning: merchandise or trade.

The market is used widely and differently. In India terms used for describing markets areHaats, Mandi and Bazaar. following are some of meaning of marketing:

(a) A place where buyers and sellers meet to exchange goods.
(b) It is an action to bring attention to business offerings
(c) A social institution which performs activities and provides amenities for exchange of stock between buyers and sellers. e.g., BSE, NSE

Some of the definitions also include:

- Philip Kotler defined the market as "A market consists of all the possible consumers sharing a certain need or want who would be ready and able to participate in trade to fulfill that need or desire.
- The American Marketing Association has defined a market as the aggregate demand of potential buyers for a product.

A market is defined in terms of the existence of fundamental forces of supply and demand andis not limited to a geographical place.

1.2Nature of Marketing:

Marketing refers to activities undertaken by a company to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

1.3Scope of Marketing:

Marketing is one of the very crucial parts of any business, project or enterprise. So, the scope of marketing is much diversified and includes the knowledge and involvement of different fields: Product/ Service. A product/ service is what will be marketed. If there is no product or service, there can be no marketing.

1.4 Importance of Marketing:

While the brain of a business is the finance department, body the product offered, the heart is the marketing department of the business which pumps oxygen and the necessary nutrients to every other body part. Unlike the old times, marketing no more deals only in the communication of the product to the consumers. The activity is now found in every aspect of the business. One should not turn a blind eye to the importance of marketing as marketing fuels both the external and internal activities of the business today.

1) Creating A Brand:

According to Stephen King of the WPP Group:
"A product is something that is made in a factory, a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless"
The brand is the company's most valuable asset and the sole responsibility to create a brand lies on the shoulder of the marketing department of the organization. The market is full of similar products and the only thing which makes the company stand out is its brand. Today, Brand is not just a combination of name, symbol, and design, it is the business-consumer relationship, the consumers' perception, and the consumers' opinion about the company and its products. Along with the symbolic value, a brand also carries an awareness value which eventually leads to brand loyalty and more sales if taken care of properly.

2) Product Development

One of the most important aspects of product development is to search for a perfect market for the product, get consumer insights, and develop a perfect proposition to make it stand out of the rest. The 4 P'S of marketing play a huge role in the product development.

3) Communication

Competition is everywhere and sometimes it's only the good communication strategy which makes the brand stands out of the rest. New communication avenues like internet, smart devices, and social media, have opened the doors to new and more targeted communication strategies which eventually lead to more conversions.

In this competitive environment, a product without communication is a dead product. Communication infuses life in it and triggers sales.

4) Building Relationships

A relationship is built on trust, understanding, and pride. Marketing plays a very significant role in building a relationship between the customers and the organization. It works along with the product team to deliver what's promised at the time of and after the sale has taken place. The relationship, once built, makes the customers more brand loyal and gives them the confidence to repeat sales and buy more products under the same brand. The relationship further narrows down the marketing funnel by removing the top two stages (awareness & interest) and making the business activities more fruitful.

5) Maintaining The Company's Reputation

The success and the life-span of the company are positively correlated to the company's reputation which usually is correlated to the brand equity of the business. A majority of the activities of the marketers are directed towards building the brand equity of the business.

Company's reputation is built when it successfully fulfils the expectations of its customers, when it acts like a responsible member of the society, and when the customers feel proud of using its products. Marketers by using effective communication, CSR, PR, and branding strategies, make sure that the company's reputation is maintained.

1.5 Approaches To The Marketing:

There are four different approaches to the study of marketing. These approaches explain clearly the mechanism and concept of marketing. These approaches are Commodity Approach, Institutional Approach, Functional Approach and Decision Making Approach.

1) Commodity Approach or Product Approach:

This approach refers to the study of a product in detail. The marketing situation of each product chosen for study is examined from such viewpoints as sources and conditions of supply, producer marketing organisations, policies, different middlemen (wholesaler's 6f retailers etc.) who take part in distributing the product.

Problems with regard to a particular product are studied in detail under this approach. Products of any nature e.g. agricultural products wheat, rice, maize, etc., industrial products like machine tools, lathe-machines, generators, oil engines, etc., and any other products can be covered under this study. In practice, this approach tends to be repetitive and time consuming.

2) Institutional Approach:

This approach relates to various marketing institutions viz., wholesalers, retailers etc., engaged in marketing. In applying this approach, a thorough study with regard to a particular middleman is undertaken. For example, in retailing, nature and significance of retailing in terms of functions and services performed and rendered by retail institutions like departmental stores, multiple shops, mail order houses etc.

Besides wholesalers and retailers, other marketing institutions can be stock exchanges, produce exchanges, banks, regulated markets, etc. In short, it can be said that this approach is applicable on various types of marketing intermediaries.

3) **Functional Approach:**

As the very name suggests this approach comprises of the study of various activities or functions performed in the process of marketing of goods and services. It analyses each function in relation to the importance of its performance.
Various marketing functions are buying, selling, financing, transportation, banking, risk bearing, market information etc. By analysing and studying every function in detail and problems confronted in the performance of each function, it is possible to understand marketing properly.

4) **The Decision Making Approach:**

This approach is of vital importance from the viewpoint of marketing management. Various decisions are taken at every level of management. In successful marketing, decision making occupies an important place. The marketing manager should be very expert and competent in his job so that he takes proper decisions for marketing the goods and services.
The decision is based on two variables which can be classified as 'uncontrollable' and 'controllable'. Uncontrollable' variables relate to economic, sociological, psychological and political forces which are the basic causes of market changes. On the other hand, 'controllable' variables are within the control of the organisation.
These refer to individual firm's adjustments in prices, products, advertisement and selling policies etc. Both these variables have marked influence on decision making. These variables should be properly interpreted by the marketing manager before taking a decision.

Marketing Mix:4 P'S Of Marketing:

1) **Product:**

The product is the good or service being marketed to the target audience.
Generally, successful products fill a need not currently being met in the marketplace or provide a novel customer experience that creates demand.

2) **Price:**

Price is the cost of a product or service.
When marketing a product or service, it is important to pick a price that is simultaneously accessible to the target market and meets business goals. Different pricing models can have a significant impact on the overall success of a product.

3) **Place:**

Place is where you sell your product and the distribution channels you use to get it to your customer.
Much like price, finding the right place to market and sell your product is a key factor in reaching your target audience. If you put your product in a place that your target customer doesn't visit—whether on or offline— then you will likely not meet your sales target. The right place, meanwhile, can help you connect with your target audience and set you up for success.

Promotion:

Promotion is how you advertise your product or service. Through promotional activities, you will get the word out about your product with an effective marketing campaign that resonates with your target audience.
There are many different ways to promote your product. Some traditional methods include word of mouth, print advertisements, and television commercials. In the digital age, though, you can create online marketing campaigns to promote your product.

Marketing Functions:

Marketing functions are the foundation for the work that marketing professionals do. Each function comprises a set of responsibilities and tasks for a marketing team to design, organize and execute a successful campaign. There are seven widely accepted marketing functions that contribute to the overall work of marketers. These functions are

Promotion
Selling
Product management
Pricing
Marketing information management
Financing
Distribution

1) **Promotion:**

Promotion fosters brand awareness while educating target audiences on a brand's products or services. It emphasizes introducing potential consumers to your brand. This function of marketing varies in form, and marketing professionals tailor each form to relate to a particular product, brand or target audience.

2) **Selling**:

Selling is a function of marketing that comprises communicating with potential customers and pursuing sales leads. It's important for marketing professionals to pursue sales leads with subtlety, which helps them build relationships with potential customers. As communication with a potential customer progresses, successful marketers may introduce their product and answer questions customers may have. Effective selling techniques can help you distinguish your brand from competitors. Marketers and salespeople may collaborate to determine how to best position their product within their market and sell it to

potential customers.

3) **Product management:**

Product management includes the development, design and improvement of products or services. The role of a marketer in product management is to ensure that a finished product meets customer needs. This includes examining the overall visual of the product, its usefulness and how it's delivered.

4) **Pricing:**

Establishing a price for a product incorporates several factors of cost and value. Ideally, marketers find a price between customers' perceptions of a product's value and the actual cost of producing it. Other factors include the price your competitors set and the amount customers might pay for your product. Marketing professionals consider these elements when deciding how to price a particular product or service.

Marketing information management:

5) **Marketing information management:**

You can optimize your marketing strategies when you focus on data and information. It's important to collect and store data, such as customer preferences and demographics. Often, this data directly relates to your target audience for your products and services. This also can inform effective business decisions for the entire company, so consider sharing your data and findings with other departments, as well.

6) **Financing:**

Financing is a marketing function that involves securing funding—either internally or externally—to create marketing campaigns. It's important for marketing teams to secure enough availability in their annual budget to improve previous marketing campaigns and remain updated with industry trends.

7) **Distribution:**

Distribution is the process of transporting your company's products or services to your customers. There are several physical and digital methods of distribution.

2.0Customer Satisfaction:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company to determine how to best improve or changes its products and services.

An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.

The three C's of customer satisfaction is Consistency,Consistency,Consistency

1) **Customer-journey consistency:**

It's well understood that companies must continually work to provide customers with superior service, with each area of the business having clear policies, rules, and supporting mechanisms to ensure consistency during each interaction. However, few companies can deliver consistently across customer journeys, even in meeting basic needs.

2) **Emotional consistency:**

One of the most illuminating results of our survey was that positive customer-experience emotions—encompassed in a feeling of trust—were the biggest drivers of satisfaction and loyalty in a majority of industries surveyed. We also found that consistency is particularly important to forge a relationship of trust with customers.

Communication consistency:

A company's brand is driven by more than the combination of promises made and promises kept. What's also critical is ensuring customers recognize the delivery of those promises, which requires proactively shaping communications and key messages that consistently highlight delivery as well as themes.

3.0Review Of Literature:

McColl-Kennedy, J., & Schneider, U. (2000) in "Measuring customer satisfaction: why, what and how. Total quality management" sought to challenge researchers and business organizations to think about the measures they are using in their attempt to measure customer satisfaction and any subsequent decision-making and actions that may result.

Mithas, S., Krishnan, M. S., & Fornell, C. (2005) in "Why do customer relationship management applications affect customer satisfaction?" evaluated the effect of customer relationship management (CRM) on customer knowledge andcustomer satisfaction.

Vukmir, R. B. (2006) in "Customer satisfaction" opined that there is a significant lack of objective data correlating customer service objectives, patient satisfaction and quality of care.

Khanna R. (2015) carried a study on consumer perception regarding Patanjali products. The objectives of the above study were to know about the perception, satisfactionlevel and attributes of consumer with regard to patanjali products.

Ali, M.I and Yadav M. (2015) carried a study to know about consumer satisfaction towards herbal products. The objectives of the above study were to know the reasons of using various herbal products. Also they concluded that all consumers had a positive attitude towards herbal products and there was no side effect.

Research Gap:

The Nanded is strategically important district, after Aurangabad in Marathwada , which has equal markets of Telegana & rest of Maharashtra. The research study focus on customer satisfaction of herbal products. The above discussed various points such as competitive pricing, quality of goods, strategies of capturing new markets. Some discussed about the perceived performance of the products in different line of production.

This study focus on all aspects such as Total Quality Management, Customer Relationship Management affect on customer satisfaction, quality of care and use of herbal products with total customer satisfaction.

4.0 Objectives of the Study:

The title is A STUDY ON CUSTOMER SATISFACTION TOWARDS PATANJALI PRODUCTS IN NANDED DISTRICT. The following objectives have considered for a study :

1) To study Socio-economic characteristics of different factors in customer satisfaction of Patanjali Productsin Nanded District.
2) To study product aspects of Patanjali Products in respect of customer satisfaction in Nanded District.
3) To study pricing practices of Patanjali Products in respect of customer satisfaction in Nanded District.
4) To Study promotional practices of Patanjali Products in Nanded District.
5) To Study Distribution practices of Patanjali Products in Nanded District.
6) To study Market Accessibility of Patanjali Products in Nanded & District.

5.0Proposed Hypothesis of the Study:

The hypotheses are categorized into null hypothesis (H_0) and alternative hypothesis (H_a) designed as per the objectives of study are as:

1) **Null Hypothesis (H_0):** There is significant difference between product aspects of Patanjali Products in Nanded District.
Working Hypothesis (H_1): There is significant difference between product aspects of Patanjali Products in Nanded District.

2) **Null Hypothesis (H_0):** There is significant difference between promotional practices of Patanjali Products in Nanded District.
Working Hypothesis (H_3): There is significant difference between promotional practices of Patanjali Products in Nanded District.

3) **Null Hypothesis (H_0):** There is significant difference between promotional practices of Patanjali Products in Nanded District.
Working Hypothesis (H_3): There is significant difference between promotional practicesof Patanjali Product in Nanded District.

4) **Null Hypothesis (H_0):** There is significant difference between distribution practices of Patanjali Products in Nanded District.
Working Hypothesis (H_4): There is significant difference between distribution practices of Patanjali Products in Nanded District.

5) **Null Hypothesis (H_0):** There is significant difference between Market Accessibility to Patanjali Products in Nanded District.
Working Hypothesis (H_6): There is significant difference between Market Accessibility to Patanjali Products in Nanded District.

Scope of research:

To examine and check the status of customer satisfaction of various customers using Patanjali Products in Nanded District has undertaken in the present study.

Limitation of Studies:

Major part of the study constitutes from Nanded District. The whole state is not taken due to time & money constraints. It makes the task of gathering data difficult.

6.0 Company Profile:

Patanjali Ayurved is an Indian multinational conglomerate holding company, based in Haridwar, India. It was founded by Ramdev and Balkrishna in 2006. Its office is in Delhi, with manufacturing units and headquarters in the industrial area of Haridwar.The company manufactures cosmetics, ayurvedic medicine, personal care and food products.

Type	Private
Industry	Conglomerate
Founded	2006; 17 years ago
Founder	Acharya Balkrishna Baba Ramdev
Headquarters	Haridwar, Uttarakhand, India
Area served	Worldwide, Indian subcontinent, Middle East
Key people	Balkrishna (Chairperson, Managing Director & Chief Executive Officer)
Products	Ayurvedic medicine Consumer goods Healthcare Personal care Cosmetics Cleaning agents Beverages Fashion Foods
Revenue	₹30,000 crore (FY2021)
Net income	₹590 crore (FY2021)
Total assets	₹4,345 crore (2019)
Owner	Balkrishna (94%)
Number of employees	2,00,000
Subsidiaries	Paridhan Ruchi Soya Herboved Patanjali Renewable Energy Pvt Ltd Advance Navigation and Solar Technologies
Website	www.patanjaliayurved.org

7.0Data Analysis & Interpretation:

Data analysis & interpretation will be done from the responses got from structure questionnaire & data analysis would be done.

8.0Findings, Conclusions & Suggestions:

Findings, Conclusion & Suggestions will be done from the data analysis and interpretation.

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